

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings of claims in the application:

1. (Currently Amended) An optically semi-transmission reflection material comprising a resinous film, said resinous film comprising a thermoplastic resin, wherein the sum of total light ray transmittance, T%, and total light ray reflectance, R%, is 80 to 100%; $|T - R| < 50\%$; when displayed value a and displayed value b in transmitted light are designated as a_T and b_T , respectively, and when in reflected light, displayed value b is designated as b_r , in the transmitted light, a_T and b_T are in the range of $-2 \leq a_T \leq 2$, and $-2 \leq b_T \leq 1.3$ and the difference between the displayed value b of the transmitted light and the reflected light is $|b_T - b_r| < 10$;

wherein in the multi-layered resinous oriented film, a ratio of a longitudinal direction orientation magnification, L_{MD} to a lateral direction orientation magnification, L_{CD} , L_{MD}/L_{CD} is 0.2 to 3.

2. (Original) The optically semi-transmission reflection material as claimed in claim 1, wherein the total light ray transmittance, T, is 20 to 60%.

3. (Original) The optically semi-transmission reflection material as claimed in claim 2, wherein the resinous film comprises a multi-layered resinous oriented film obtained by laminating at least two layers of surface-protecting layer (A) and base layer (B), and optionally back-surface protecting layer (C), then biaxially orienting the resulting laminated product.

4. (Original) The optically semi-transmission reflection material as claimed in claim 3, wherein a film thickness of surface-protecting layer (A) is 0.1 μm or more.

5. (Canceled)

6. (Original) The optically semi-transmission reflection material as claimed in claim 3, wherein an area orientation magnification of the multi-layered resinous oriented film ($L_{MD} \times L_{CD}$) is 4 to 80-fold.

7. (Original) The optically semi-transmission reflection material as claimed in claim 3, wherein the multi-layered resinous oriented film, surface-protecting layer (A) has a void content of 1 to 70% and base layer (B) or back surface-protecting layer (C) has a void content of 3 to 15%.

8. (Original) The optically semi-transmission reflection material as claimed in claim 3, wherein the multi-layered resinous oriented film comprises an inorganic fine powder and/or an organic filler.

9. (Original) The optically semi-transmission reflection material as claimed in claim 3, wherein the thermoplastic resin comprises a polyolefin-based resin or a polyester resin.

10. (Original) The optically semi-transmission reflection material as claimed in claim 9, wherein the polyolefin-based resin included in surface-protecting layer (A) comprises a propylene-based resin having a melting point of 140°C or more.

11. (Original) The optically semi-transmission reflection material as claimed in claim 8, wherein the inorganic fine powder and/or the organic filler included in surface-protecting layer (A) is present in an amount of 1 to 50% by weight, and the inorganic fine powder and/or the organic filler included in base layer (B) is present in an amount of 1 to 30% by weight.

12. (Original) The optically semi-transmission reflection material as claimed in claim 8, wherein an average particle diameter of the inorganic fine powder is 0.1 to 5 μm , and an average dispersed particle diameter of the organic filler is 0.1 to 5 μm .

13. (Currently Amended) A liquid crystal display apparatus, comprising:
[[the]] an optically semi-transmission reflection material as claimed in claim 1
comprising a resinous film, said resinous film comprising a thermoplastic resin, wherein the
sum of total light ray transmittance, T%, and total light ray reflectance, R%, is 80 to 100%; |
 $(T - R) < 50\%$; when displayed value a and displayed value b in transmitted light are
designated as a_T and b_T , respectively, and when in reflected light, displayed value b is
designated as b_r , in the transmitted light, a_T and b_T are in the range of $-2 \leq a_T \leq 2$, and $-2 \leq$
 $b_T \leq 1.3$ and the difference between the displayed value b of the transmitted light and the
reflected light is $|(b_T - b_r)| < 10$.

14. (New) The liquid crystal display apparatus as claimed in claim 13, wherein the total light ray transmittance, T, is 20 to 60%.

15. (New) The liquid crystal display apparatus as claimed in claim 14, wherein the resinous film comprises a multi-layered resinous oriented film obtained by laminating at least two layers of surface-protecting layer (A) and base layer (B), and optionally back-surface protecting layer (C), then biaxially orienting the resulting laminated product.

16. (New) The liquid crystal display apparatus as claimed in claim 15, wherein a film thickness of surface-protecting layer (A) is 0.1 μm or more.

17. (New) The liquid crystal display apparatus as claimed in claim 15, wherein in the multi-layered resinous oriented film, a ratio of a longitudinal direction orientation magnification, L_{MD} to a lateral direction orientation magnification, L_{CD} , L_{MD}/L_{CD} is 0.2 to 3.

18. (New) The liquid crystal display apparatus as claimed in claim 15, wherein an area orientation magnification of the multi-layered resinous oriented film ($L_{MD} \times L_{CD}$) is 4 to 80-fold.

19. (New) The liquid crystal display apparatus as claimed in claim 15, wherein the multi-layered resinous oriented film, surface-protecting layer (A) has a void content of 1 to 70% and base layer (B) or back surface- protecting layer (C) has a void content of 3 to 15%.

20. (New) The liquid crystal display apparatus as claimed in claim 15, wherein the multi-layered resinous oriented film comprises an inorganic fine powder and/or an organic filler.

21. (New) The liquid crystal display apparatus as claimed in claim 15, wherein the thermoplastic resin comprises a polyolefin-based resin or a polyester resin.

22. (New) The liquid crystal display apparatus as claimed in claim 21, wherein the polyolefin-based resin included in surface-protecting layer (A) comprises a propylene-based resin having a melting point of 140°C or more.

23. (New) The liquid crystal display apparatus as claimed in claim 20, wherein the inorganic fine powder and/or the organic filler included in surface-protecting layer (A) is present in an amount of 1 to 50% by weight, and the inorganic fine powder and/or the organic filler included in base layer (B) is present in an amount of 1 to 30% by weight.

24. (New) The liquid crystal display apparatus as claimed in claim 20, wherein an average particle diameter of the inorganic fine powder is 0.1 to 5 μm , and an average dispersed particle diameter of the organic filler is 0.1 to 5 μm .